

# **MA/MSc INTERNATIONAL MARKETING COMMUNICATIONS**

## **PRE-ENROLMENT FREQUENTLY ASKED QUESTIONS**

### **What qualifications will I receive when I successfully complete the programme?**

You will receive an MA from London Metropolitan University and an MSc from ESCEM.

### **How is the course organised?**

The course is split into two semesters. The Autumn Semester is spent in London and the Spring Semester in Poitiers. Following completion of the Spring semester you will continue work on your dissertation and/or undertake a work placement.

### **What will I be learning about?**

The course aims to equip participants with a knowledge and understanding of the key theories, practices, skills and techniques required to operate in the international marketing communications environment. However, the course is much more than a training programme. In common with all Masters programmes, you will also learn how to “think critically” and you will be required to appraise situations and opportunities using a wide range of analytical tools.

### **Where is Poitiers and what is it like?**

The ancient city of Poitiers lies in the Poitou-Charentes region of France, about 90 minutes south-west of Paris by high-speed train. The city has an exceptional historical heritage and is a major seat of learning. The cities of London and Poitiers are linked at certain times of the year by a direct low-cost airline service.

### **How long do I spend at each campus?**

Approximately five months.

### **What are the respective term dates?**

The exact dates change each year. Broadly speaking, the London semester lasts from late September to late January, and the Poitiers semester from late January to early June. The London semester covers the Christmas and New Year period when teaching does not take place and students are free to travel (and, of course to work on their assessments). However, if you plan to return to a home country

outside Europe, we recommend that you confirm in advance that your visa will permit you to re-enter the UK and subsequently gain entry to France.

### **How do I find accommodation, and when?**

Once you have accepted a place on the course you will be issued with details of the various types of accommodation available to London Metropolitan students, together with an accommodation application form. Simply complete the form stating your requirements and return this to us. Please note that, should you elect to secure accommodation other than through the University, no responsibility can be accepted by the University for these arrangements.

If you are arranging accommodation from your home country, please beware of unscrupulous property agents. We recommend that you only send money in advance if you are absolutely certain that the estate agent you are dealing with is trustworthy.

During your semester in London you will receive information on the accommodation arrangements for your stay in Poitiers.

Please be aware in planning your budget that it is normal for private accommodation in Europe to be let for a standard six-month period. This period is not normally negotiable. This means that, depending on the semester dates at either campus, there may be a short period of time when you will be paying for accommodation which is unoccupied. This is not within the control of either institution.

### **Who will be teaching me?**

You will be taught by qualified, experienced staff in both campuses. Staff possess high level academic qualifications and/or hold, or have held, senior positions in relevant commercial practice.

### **How is class time organised?**

Teaching is organised differently between the two campuses. In London you will take three modules, classes for each of which take place weekly. Each class consists of a formal lecture and seminar/tutorial. In Poitiers you will take a larger number of more specialised modules, each of which is delivered over a concentrated two-week period covering formal lectures, seminar/tutorials and project work. Class contact time in Poitiers is scheduled over one half of every day during which each module is delivered.

### **How much does it cost, on average, to live in each place?**

Your living costs will obviously depend on the type of accommodation you select. However, as a rough guide, a room in London costs from £100 to £200+ per

week, depending on where it is and whether you share a flat/house or live on your own. Living costs in Poitiers are generally lower.

If you have secured a grant or loan in order to assist with your studies, you should ensure that the terms of the advance you have received will allow funds to be applied to either or both semesters of your programme of study.

### **How much should I budget for books?**

You will be given a detailed booklist for each module at the start of each semester.

Reading requirements will vary between modules. A book budget of £ 300 should cover your essential purchasing needs. The books will be useful throughout the entire course – not simply for one semester.

The London Met library is increasingly investing in e-books. Access to e-books will be free to you as long as you are a registered student with London Met.

The London Met library also gives you free access to numerous academic journals online.

### **What other nationalities can I expect to meet on the programme?**

The programme draws students from all continents and has a highly multi-cultural participant profile.

### **When will I be able to graduate?**

Students registered through London Met who successfully complete all stages of the programme, and submit and pass their dissertation at the first available opportunity, will be able to graduate and receive their MA in the December of the year following their enrolment.

Students registered through ESCM are able to graduate the following January. The first opportunity for all students to graduate together (assuming all the requirements of the course are met) is at the ceremony in France (held each year towards the end of January).

### **Do I need to be able to speak French?**

All teaching on the programme, at both campuses, takes place in English. A knowledge of French will be useful for your Semester in Poitiers, but is not essential.

### **Can I learn French?**

Yes, London Metropolitan offers a French language module which can be taken in addition to the marketing modules. The French language module is not

compulsory. It is free of charge and can be taken at a level that suits you (from beginner to advanced).

In Poitiers, introductory language classes are provided free of charge.

### **How does the work placement operate?**

The work placement is normally undertaken from June to September (4 months minimum) following completion of the taught programme. Successful completion of a work placement is a requirement of the ESCEM award. Exemptions from the work placement are also granted by ESCEM. Students can apply for an exemption if they have already completed a significant work experience before enrolling in the programme. It is students' responsibility to find a work placement opportunity, although further guidance will be given to assist you during the first semester. The work placement can be taken in the UK, France or anywhere else in the world. IF YOU WANT TO DO A WORK PLACEMENT WITH A CONVENTION DE STAGE, YOU MUST SUBSCRIBE TO THE FRENCH SOCIAL SECURITY SYSTEM (200 euros). YOU NEED TO BE UNDER 28. IT IS COMPULSORY AND NO EXCEPTION CAN BE MADE. THE INTERNATIONAL OFFICE OF ESCEM WILL HELP YOU IN THIS PROCEDURE. You can also complete your compulsory work placement with a contract of employment.

You are not required to be physically based at either institution during completion of either your work placement or your dissertation.

### **What is the average age of students?**

Most students are in their mid-20s but the programme also attracts students with extensive work experience.

### **What assessment methods are used?**

Each module has its own assessment profile. You can expect to encounter assessment methods such as examinations (seen and unseen), group and individual presentations and written coursework, and other module-specific project/exercise work.

### **Will I need a visa to enter the country?**

If you are not an EU citizen you will need to obtain a UK student visa covering the period(s) of your stay in the UK.

### **Will I need a visa to travel between the countries?**

If you are not an EU citizen, or are otherwise exempted by virtue of your nationality, you will also need to apply for a visa to enter France.

### **How do I obtain a visa?**

In order to apply for a visa to enter the UK, you should submit your London Metropolitan offer letter, together with your application, to the British Embassy in your country of residence.

In order to apply for a visa to enter France, you need to apply for a visa to the French consulate in London once you are in London. It is not recommended to apply for the French visa in your home country. Once you are a student at London Met, information concerning the visa application procedure for France will be given to you.

In general, you are strongly advised to leave as much time as possible for completing visa applications. Due to the structure of the teaching programme at ESCM, it is not possible for students to join the course after its official start date.

## **Information about your stay in Poitiers**

### **Do I need to apply for a resident permit while in France?**

The French law concerning visas changed in June 2009. From now onwards, all students coming to study in France will receive a long-stay visa - valid for either one semester or a full academic year but not exceeding 12 months. Students with this new visa are no longer required to apply for an additional resident permit in France.

The French consulate will issue you with a very important document called "Visa de long séjour – demande d'attestation OFII" (OFII = Office Français de l'Immigration et de l'Intégration). Soon after your arrival in France, the International Office will help you send this document to OFII in Poitiers and you will be summoned to a medical examination (lung X-ray and medical visit). The last step of this procedure is an appointment at OFII where you will have your visa validated by a yellow sticker.

In order to have your visa validated by OFII, you will need to provide:

- Your passport
- Former lung X-ray if you have one
- Vaccination book if you have one
- Your glasses or/and contact lenses if applicable
- Any medical document you consider important
- One identity photo (white background)
- A proof that you live in France (the copy of your lease or a bill)
- A special stamp of 55 Euros (to be bought in France)

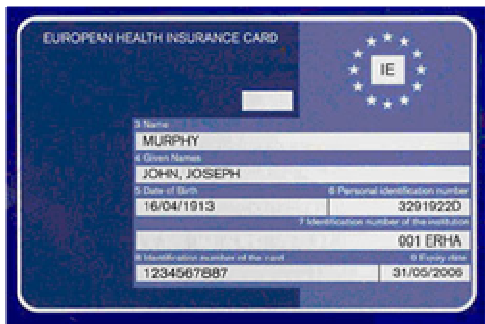
Please bear in mind that traveling outside France may not be possible until your visa has been fully validated (please check with the Consulate as to whether you are able to visit other countries).

### How will I be insured?

1. **FOR ALL STUDENTS (European and Non European) = ESCEM requires a copy of your insurance (in French or English) covering hospitalization, civil liability and medical repatriation. Without this document, it will be impossible to register you at ESCEM. It is imperative that you bring it for the orientation session.** Travel insurance covering loss or theft of personal belongings is strongly recommended.
2. Depending on your nationality and on the visa you will be given, please read also the instructions below:

#### ❖ Students from the 27 member states of the European Union:

They must provide the European Health Insurance card – this must be obtained prior to your journey to France.



#### ❖ Non European Union students under 28 years old with OFII document (document given by the French consulate)

**Registration with the French Social Security System is compulsory for all non European Union students under 28 years old who will be given the OFII document at the French consulate.** It costs 200 euros and this should be purchased upon your arrival at ESCEM. It is imperative to open a French bank account upon arrival as only payments by French check are acceptable. (bank transfer, cash, traveller checks, payment by credit cards are NOT accepted).

The International Office will assist you in this procedure and more information will be given to you on the integration day. Please note that the registration with French Social Security System is normally effective from Oct 1<sup>st</sup>, until October 1<sup>st</sup>, of the following year. As you will arrive in January in France, you must know that if you want to do a work placement with a “convention de stage” from July to December for instance in the Schengen zone, you will have to renew your subscription in October and pay 200 euros again.

This French Social Insurance DOES NOT cover you for hospitalization, civil liability and medical repatriation, this is why you have to take out a private insurance too as explained above.

❖ **Non European Union students under 28 years old without OFII document**

They should take out private health insurance before arrival in France. This insurance should cover medical, hospital and repatriation expenses during their stay in Europe.

❖ **Non-European Union students of 28 years of age and above with or without OFII document**

They should take out private health insurance before arrival in France. This insurance should cover medical, hospital and repatriation expenses during their stay in Europe.

❖ **Special case:**

-If you have French nationality, you must register with the French Social Security System. This should be purchased before or upon your arrival at ESCEM by check only (200€),

**If I am ill in Poitiers, where can I go?**

You will have to make an appointment with a doctor. The consultation usually costs between 20 and 30 euros. You have to pay by cash.

If you need to see a doctor, you can go to “Médecine Préventive”, a student health center located outside the city center, next to the university.

The health center’s staff is made up of qualified nurses and social workers who will be able to find the best doctor to see, either near your residence or near the school.

**Do French doctors speak English?**

In Poitiers, only a few doctors speak a little bit of English.

**How can I get an appointment with a specialist (psychologist, ophthalmologist, dentist, dermatologist, gynecologist etc.)?**

You must be aware that it is not always easy to get a fast appointment with a specialist in France. It can take a few weeks, even months to get an appointment with an ophthalmologist for instance. Once again, only a few doctors speak English in Poitiers. Therefore, it is recommended to have a full health-check before leaving home. If you require specialist help on a regular basis, try and see

a specialist before leaving home. Be sure to bring copies of your medical file with you.

**If I am under medication before leaving for France what should I do?**

We encourage you to talk to your personal doctor before your arrival, he may be able to give you some advice on the prescription you will need. Bring all the documents with you.

**Can I apply for housing benefits while in France?**

Yes you can if you have been given the OFII document by the consulate and on the condition that the legislation of 2009-2010 is renewed. However, you need to have a French bank account in order to receive the housing benefits.

**What should I do to apply for housing benefits in Poitiers?**

You need to apply online (after arrival in France) and you will be asked to provide the following documents:

- recent birth certificate translated in French
- passport/ID
- validation of OFII (if applicable)
- bank details (French bank account)
- rental lease (accommodation in France)

**Do I need to open a bank account in France?**

Yes

**Do I need to bring my birth certificate in France?**

If you want to receive housing benefits, you are obliged to bring a birth certificate translated in French.

**July 2010**